

## Sorbitol Market Research (China)



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Sorbic acid, as one of the key food preservatives has developed fast since the end 1990s. Nowadays China has become the largest world suppliers for sorbic acid and potassium sorbate.

This report is prepared on base of continuous market watch from 1997 to 2000, discussing the situation of sorbic acid and potassium sorbate from all the possible aspects including the manufacturers, production, pricing, import & export, consumption, production cost benchmarking, etc. It is formulated independently by CCM's professional market researchers, based on the first-hand and primary data which are analyzed by scientific methodology, confirmed with both manufacturers/end users/traders and legal authorities, and presented in a logic way.

### **In addition:**

- In the past years, we kept close relationship with the supplier and conducted the site visit two times in the past years. We add in this report the mass balance of CA production vs. sorbic acid/potassium sorbate production.

- CCM includes an overview of the sodium benzoate production situation and its export situation, which provides an interesting insight into how far potassium sorbate has penetrated the sodium benzoate market.

- In this investigation, CCM has contacted a good size sample of larger Chinese domestic consumers. These end use industries include: sauce, jelly, sausage, cake, cigarette and soft drink (including carbonated and lactobacillus drinks and fruit juices).

- Finally, in the appendix CCM includes summary info, market watch of major producers on the consecutive base. The site visit reports are also included in the appendix.

### **The aim of this report is:**

- to describe the whole picture of sorbic acid related industries in China
- to reflect how the Chinese sorbic acid/potassium sorbate industry grew in the past years
- to uncover how Chinese manufacturers performed in the world market
- to evaluate how competitiveness the Chinese products is
- to predict how this industry will go in the future
- to provide powerful assistance to the strategy group and the management team in making correct decision as how to penetrate the ever-increasing China market and how to catch the maximum commercial opportunities.

### **This report contains three chapters**

- Chapter one: production & market situation

This chapter discusses the sorbic acid/potassium sorbate from commercial point of view.

- Benchmarking on Chinese sorbic acid production cost

This chapter discusses the sorbic acid production from technical point of view.

- Situation of Chinese manufacturers

This chapter summarizes and records the information obtained during the contact with Chinese manufacturers.

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## **COMPANIES MENTIONED**

Shandong Shouguang Lianmeng Chemical Group Co. Ltd. Fine Chemical Plant, Khalista (Liuzhou) Chemical Co. Ltd., NCPK SINOWIN Co. Ltd., Hebei Qinhuangdao Lihua Starch Stock Co., Ltd., Jiangsu Lianyungang Roguette Ferres Co. Ltd.

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